



KSHB-TV

# ORDER

Flight Dates **09/03/12-09/09/12**

Contract / Revision **309634 /** **Kansas City 9/3-9/9**

Original Date / Revision  
08/29/12 08/29/12

Advertiser **McCaskill / Democrat / Sena**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street  
Suite 510  
Denver, CO 80203**

Product

Agency Com 15%

Billing Contact

**1580 Lincoln Street  
Suite 510  
Denver, CO 80203**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11751**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	29	\$8,733.75	\$10,275.00	0.00	08/27/12	09/09/12	29	\$8,733.75	\$10,275.00
Totals	29	\$8,733.75	\$10,275.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/03/12	09/09/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- 1 - 11 - -	:30	3	\$150.00	P-3	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	- 1 - 11 - -					3	\$150.00		0.00		
N 2	KSHB	09/03/12	09/09/12	Today Show Today Show	CM	7-9a	1 - 1 - 1 - -	:30	3	\$125.00	P-3	0.00 NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	1 - 1 - 1 - -					3	\$125.00		0.00		
N 3	KSHB	09/03/12	09/09/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- 1 - - - - -	:30	1	\$125.00	P-2	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	- 1 - - - - -					1	\$125.00		0.00		



KSHB-TV

Print Date: 08/29/12

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Contract / Revision **309634** Flight Dates **09/03/12-09/09/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **Kansas City 9/3-9/9**

Estimate # **11751**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	09/03/12	09/09/12	M-F 3-330p Jeopardy	CM	3-330pm	-- 1- 1--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- 1- 1--					2	\$125.00		0.00			
N 5	KSHB	09/03/12	09/09/12	M-F 330-4p Millionaire	CM	330-4pm	- 1- 1---	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1- 1---					2	\$125.00		0.00			
N 6	KSHB	09/03/12	09/09/12	M-F 4-430p Jeopardy	CM	4-430p	-- 1- 1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- 1- 1--					2	\$300.00		0.00			
N 7	KSHB	09/03/12	09/09/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M- - T- - -	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - T- - -					2	\$250.00		0.00			
N 8	KSHB	09/03/12	09/09/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- 11- 1--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- 11- 1--					3	\$150.00		0.00			
N 9	KSHB	09/03/12	09/09/12	M-F 630-7p M-F 630-7p	CM	630-7p	1- 11- - -	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1- 11- - -					3	\$1,200.00		0.00			
N 10	KSHB	09/03/12	09/09/12	Tue 7-9p AGT	CM	7-9p	- T- - - - -	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T- - - - -					1	\$1,300.00		0.00			
N 11	KSHB	09/03/12	09/09/12	Thursday Prime A AGT	CM	7-8p	- - - T- - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - T- - -					1	\$1,000.00		0.00			
N 12	KSHB	09/03/12	09/09/12	M-F Late News M-F Late News	CM	10-1035p	1- 1- - - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1- 1- - - -					2	\$350.00		0.00			
N 13	KSHB	09/03/12	09/09/12	Sa Late News Late News Sa	CM	10-1030p	- - - - - S-	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S-					1	\$275.00		0.00			
N 14	KSHB	09/03/12	09/09/12	Su Late News Late News Su	CM	Late News Su	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S					1	\$200.00		0.00			
N 15	KSHB	09/03/12	09/09/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	- 1- 1- - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1- 1- - -					2	\$100.00		0.00			
Totals													29	\$10,275.00	